

Exercise 1.1: Performing a Stakeholder Analysis and Drafting a Mission

As you create a new vision and implement a new strategy you will need to refer constantly to your mission. It reminds your employees, customers and shareholders what is at stake. If you are having trouble articulating a succinct and compelling mission, imagine that your newspaper will not exist a decade from now. Who in your community will lose? These are the stakeholders. How will they lose? Craft a mission statement based on this.